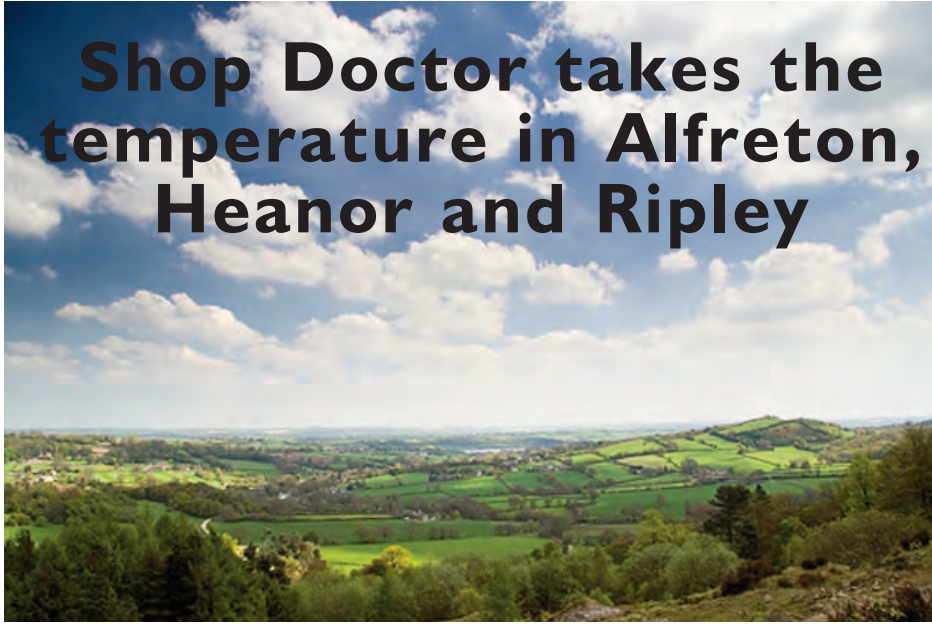


Shop Doctor takes the temperature in Alfretton, Heanor and Ripley



Shop Doctor Diane Jackson has been taking the temperature of shops in the Derbyshire towns of Alfretton, Heanor and Ripley recently and injecting new life and great ideas into the area.

A programme from the popular series "Retail Survival" and "The Shop Doctors" was devised by retailing specialists Main Marketing & PR Limited and presented by MD Diane Jackson.

Aimed at supporting local businesses and creating prosperous towns, the programme is part of Derbyshire County Council's Market Towns Initiative, funded by the Derby and Derbyshire Economic Partnership (DDEP). Retailers from Alfretton, Heanor and Ripley attended the series of four one-hour workshops in May at Heanor Gate Science College.



Established trader, photographer Martin Dudley, echoed Elizabeth's comments (See Lillybet florists below)
"The course made me more aware that I have to get on and do things. I certainly learned some new ideas and took lots of good notes."

FREE WORKSHOPS IN 2009

'Doctor' Di has been invited by Derbyshire County Council to run a series of free marketing workshops or 'surgeries' to independent retailers across many parts of Derbyshire throughout most of 2009.

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Stuart Joynes, of Scented Willow, Ripley commented: "I found the course very interesting and useful both in terms of new ideas while reinforcing the things that we are doing well. Sometimes the small and simple changes are the most important. I would recommend this course to all Derbyshire businesses to keep one step ahead in these difficult times"

Are you doing all you can to help your local businesses? Maybe your Regional Development Agency could help fund a project like this in your area. For information about how other Project Officers have succeeded, or for practical advice and ideas on growing local businesses, send an Email to shopdoctor@retailsurvival.co.uk or call 0845 129 9948.

The Retail Survival programme is a series of four workshops on different facets of marketing, delivered in an informal but dynamic way. Delegates receive full supporting material, including delegate notes and workbooks full of examples and exercises to complete and a relevant business book.

Main Marketing runs programmes in many areas of the country. As well as the Retail Survival series, they offer “The Shop Doctors”, “The Competitive Edge”, “Business Growth” and “Business Support” programmes. Any and all of these series provide very cost-effective solutions for Councils and Enterprise bodies who want to support the growth of new

Ideas that really work

Elizabeth Hewes opened Lillybet florists in Heanor just six months ago and said she found the course very useful. “I’ve been in retail for 25 years or so, but I’ve learned so much on these workshops. They were full of practical help and advice – not just theory. I’ve implemented three major things since being on the course – and they work!”



The workshops attracted a diverse range of businesses, including IT support, electrical suppliers, hairdressers and barbers, bridalwear specialists, a card shop and pet shops and an online ladieswear supplier.

Jennifer Willis who runs online store Feminine Plus from Long Eaton felt the workshops were helpful, informative and very enjoyable.

“It was all put over very well and it was great to meet other traders” she said.



One retailer enthused about ideas that he had learnt on the course and implemented:

“So far it seems to be paying off and bringing more money in.” Polka Dot florist Amy Williams from Ripley agreed, “I’ve changed a few things in my shop and window displays since the course, which seem to be effective. The customers have noticed and I’m optimistic that the business will flourish.”